

Total No. of Printed Pages—4

**5 SEM TDC RTMT 4 (Sp)**

**2 0 1 4**

( November )

COMMERCE

( Speciality )

Course : 504

**( Retail Management )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. Write True or False :

1×8=8

(a) Retailing is a labour-intensive industry.

(b) Presently, retail market has transformed into a seller's market from a buyer's market.

(c) Retailers are the gatekeepers to the market for all the members of the distribution process.

- (d) CRM stands for Competitive Relationship Management.
- (e) The ultimate goal of ABC analysis is to closely supervise the items according to their share in the inventory investment.
- (f) Wholesalers are the link between manufacturers and customers.
- (g) A good location of retail stores not only attracts customers but also reduces the day-to-day loading, unloading and distribution costs.
- (h) The stock turnover ratio is calculated by annual sales multiplied by average inventory at retail value.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Retail Cooperatives
- (b) Direct Marketing
- (c) Logistic Management
- (d) Functions of Warehousing
- (e) Departmental Stores
- (f) Convenience Stores



3. (a) What is retailing? Explain the basic reasons for growth of retailing in India.

4+7=11

Or

- (b) Explain the recent trends in modern retailing. How would a retailer build a good business model in Indian market?

5+6=11

4. (a) Describe the various functions of retail stores in India.

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Or

- (b) Briefly explain the characteristics of supermarkets. Why are supermarkets becoming more and more popular in Indian context? Explain.

5+6=11

5. (a) What do you mean by distribution channel? Explain the importance of distribution in modern marketing.

4+7=11

Or

- (b) Discuss the various types of wholesaler along with their relative functions.

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6. (a) Mention the various modes of transportation in physical distribution of goods and explain their advantages and disadvantages in brief.  $2+5+5=12$

Or

- (b) What is meant by inventory control? Explain the different methods of inventory control in organized retailing.  $4+8=12$

7. (a) Elaborate the growth and development of retail trade in India. 11

Or

- (b) Explain in detail the emerging challenges before the Indian retailers in the context of global retailing.

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